27TH EDITION.

SOME INTERESTING FACTS ABOUT

"Harlene" Hair Drill

AND ITS EMPLOYMENT FOR THE CARE & CULTIVATION OF THE HAIR

AWARDED GOLD MEDAL JAPAN BRITISH EXHIBITION, 1910

EDWARDS "HARLENE" COMPANY

20 to 26 Lamb's Conduit St. London, W.C.

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IT is with pleasure that Edwards' Harlene Company are able to point to the fact that throughout the Royal Courts of Europe their preparations have been fully endorsed.

Under Royal Patronage

and supplied direct to

H.M. THE QUEEN OF GREECE,
H.R.H. THE DUCHESS OF SPARTA,
H.I.H. THE GRAND DUCHESS GEORGE OF RUSSIA,
H.R.H. THE CROWN PRINCE OF GREECE,
H.R.H. PRINCE GEORGE OF GREECE,
&c., &c.

H.R.H. Princess Marie of Greece

writes: "Messrs. Edwards' Preparation 'Harlene' for the Hair, has given entire satisfaction."

H.I.H. The Grand Duchess George of Russia

writes: "Please send at once six bottles of 'Harlene,' the same as formerly sent to H.I.H. when still Princess Marie of Greece."

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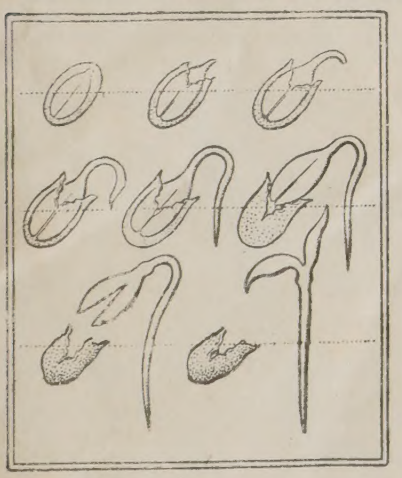
Harlene Hair Drill — Manual.

New facts about simple, scientific and successful methods of hair culture.

THE study of Hair Growth and Hair Beauty Culture is to-day a science, and there is no doubt that the enormous amount of thought, complicated laboratory experiments, and scientific study that the Proprietor and Inventor-Discoverer of "Harlene Hair Drill" has put into this matter, has raised the subject from a perfunctory toilet task to a home hair health science, which those who wisely take care of their appearance follow out closely.

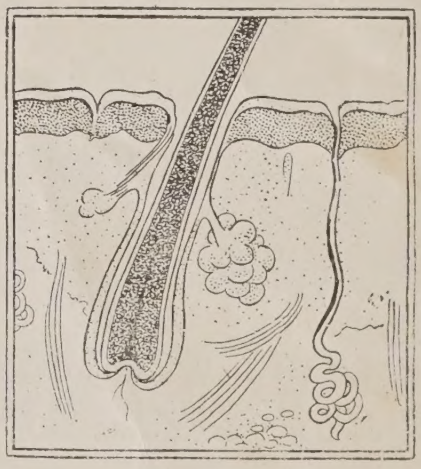


Just as the seed draws its growth-promoting nourishment from its surroundings, so does the hair develop under the "Harlene" method.

During the years of close study and investigation before "Harlene" and "Hair Drill" was announced to the world, one ideal was ever-present,

This picture shows the root of a human hair. The small point with a blood vessel leading up to it at the base of the hair root is the actual growing centre (the papilla), and it is this that the application of "Harlene" stimulates.

one definite goal always in sight, Mr. Edwards strove to discover the method by which the hair follicles of the scalp might be called back to life, and fulfil the functions Nature intended them to. In the very first stages of his investigation he was impressed with the absurdity of the fallacy that those delicate follicles—little cells in the scalp which contain the hair roots—could possibly become dead while there was yet vigorous life in the human body. He resolutely refused to believe that falling hair, or even total baldness, was a permanent and natural condition, and drawing conclusions from the study of Nature, and following these closely with laboratory experiments, he found that growth could be stimulated in the hair, and he also discovered the fact that the revitalizing of hair cells could be naturally effected by systematic scientific processes. He discovered that hair in ill-health, just the same as every other part of the body, needed

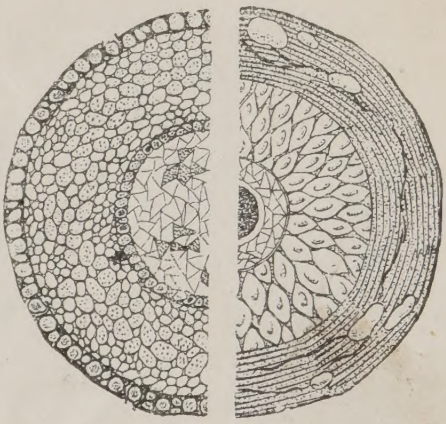


The typical, healthy hair root of a horse, whose freely-growing coat of hair is ideal from the point of view of quantity, evenness and glossy lustre. Note the striking likeness of this hair to that of the human head.

nourishment, and this he supplied in "Harlene," and made its application supremely beneficial by a simple homely, yet perfectly scientific, toilet exercise—"Hair Drill."

A most remarkable error is that idea, deep-rooted in many minds, that loss of hair and baldness are natural conditions, which, having set in, must be borne with resignation and cannot be cured.

The fact is that there is no condition of hair ill-health which cannot be remedied by intelligent treatment, and so far from loss of hair being "natural," it is as unnatural as the loss of a limb. Science has proved conclusively that provided rational natural means are used, hair health can be regained, and men and women who have had years added to their appearance by loss of hair and its unsightly appearance, have found that the "Harlene Hair Drill" method, with its tonic stimulating properties, will, provided it is persistently followed, restore all the lost beauty of the hair, and give again that youthful appearance which apparently was irremediably lost.



A wonderful picture—enormously magnified — showing sections of a typical plant root (on the left) and a human hair follicle (on the right).

Troubles that Ruin the Hair.

Amongst the many hair troubles that stop the healthy growth of the hair, the following are the most common.

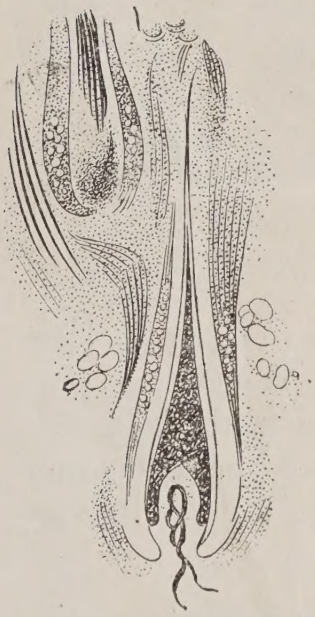
1. LOSS OF COLOUR AND LUSTRE.

This very common form of hair trouble is caused by the general weakness of the hair colouring cells and of the papilla or "growing point" of the hair-root. Sometimes scurf, over-greasiness, or over-dryness contribute to this condition, which is, however, quickly remedied by the wonderful Harlene "Hair Drill" treatment advocated herein.

A typical section of a Tulip bulb showing the remarkable hair-like formation of the centre shaft.

2. FALLING AND SPLITTING HAIRS.

This is caused by lack of nourishment in the hair-root—a defect that is speedily put right by the wonderful "Harlene Hair Drill," which supplies the necessary nourishment, and awakens the root of each separate hair to greater strength and beauty. Hair can never break or rot when "Harlene" is applied.



A marvellous micro-photo drawing actually showing the birth of a new hair under the decayed hair shaft that is seen about to fall out.

3. SCALP TOO GREASY OR TOO DRY.

Due to over or under activity of the oily glands that lubricate the hair and help in its growth. These, although two of the most serious of all hair troubles, are fortunately amongst the

easiest of all to remedy by the "Harlene Hair Drill" method explained below by Mr. Edwards.

4. SCALP IRRITATION.

May be caused by loose, splitting, or decaying hairs, by scurf, or by a disorder of the hair-roots. It is especially noticeable in children and elderly people. "Harlene Hair Drill," adopted night and morning, soothes the irritation, and remedies the hair trouble.

If, after brushing or combing your hair, you find the hairs entangled among the bristles of your brush or the teeth of your comb, practise "Harlene Hair Drill" for two or three minutes every day and you will find your hair rapidly regaining its luxuriance and vigorous growth.

But in addition to what may be described as physiological causes, many people ruin their hair, if one may say so, entirely at their own free will. This may at first not seem possible, but the following are clear indications as to how the hair is ill-treated.

How the Hair is ill-treated.

1. The indiscriminate use of many so-called Hair "Restoratives," which contain substances most injurious to the hair.
2. Washing the head with ordinary toilet or other soap, which nearly always contain strong alkali which rots the hair shaft.

Hot irons, tongs, crimpers and curlers all spoil the hair. You can get your hair beauty back most easily the "Harlene Hair Drill" way.

3. Scorched by hot tongs and curling instruments in the endeavour to make poor hair look nice.
4. Strained by too vigorous brushing and combing.
5. The employment of hair pads and "frames."

The effect of following either of these mistaken methods is to Weaken the Hair; Clog the Scalp; Crush the Hair Roots; Set up Scurf Accumulations; give rise to Scalp Irritation; cause the Hair to fall out; turn the Hair Grey, and finally lead to total baldness. And this is why hundreds and thousands of men and women (see to it that you are not one of them!) who really take great pains with their hair, and who spend a good deal of time every day in arranging it and brushing it, and "curling" it and "pomading" it, are often in despair when they find that, despite all their efforts, their hair still continues to be in an unsatisfactory condition. Hair which is cultivated for two or three minutes a day according to the rules laid down in the "Hair Drill" Manual, becomes glossy and curly and healthy, and does not require "tongs" or "hot irons" to add to its attractiveness. Ladies who regularly practise "Harlene Hair Drill" find their hair becomes naturally wavy and curly—and, what is more, when "Harlene" is used, the hair remains in curl, even in wet weather.

Again, the conditions under which we are compelled to live at the present day produce hair poverty and even general baldness. And this is where a warning note must be sounded, not only to those whose hair is already affected, but to those who at present glory in their flowing hair and feel themselves far removed from Hair Poverty.

Let us detail some of the first signs of approaching hair poverty, that, if neglected, will lead to baldness.

When you first observe stray pieces of hair remaining in your comb or brush and scattered here

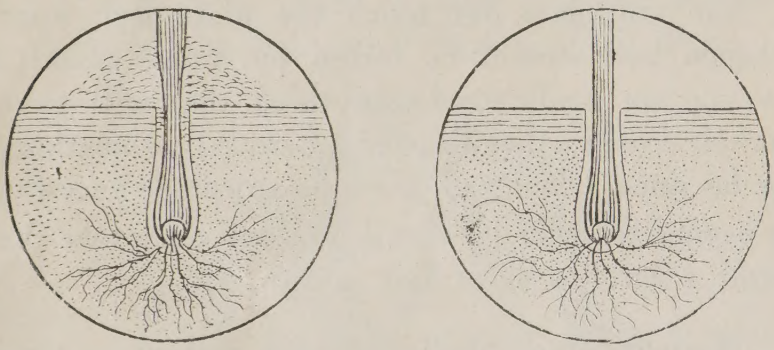
and there over your dressing table, this should be noted as a sign that the hair has become brittle ; an expert with his ear near to your scalp when you are combing would be able actually to hear such hair breaking. In such cases the oil glands are evidently in a disordered condition.

Comb and brush your hair as usual. Then pull the scalp in the two directions created by the parting. This will serve to show you the true state of affairs with your hair. If you notice a thinness or a widening of the parting do not lose a day in starting "Harlene Hair Drill."

When you take your head from your pillow in the morning, and notice stray hairs lying on the white slip, this is evidence that the hair is falling from the follicle, and that there is some serious trouble at the root. The presence of dandruff again betokens an unhealthy state of the secretions, and prematurely grey hair indicates inactivity of the pigment granules or the presence of air bubbles.

First Signs of Hair Trouble.

None of these conditions may cause you discomfort in the early stages, and possibly they will pass unheeded; but presently irritation of the scalp will be experienced, it will continue and increase until one day, suddenly realizing that something is wrong, you examine your hair, and become only then aware of the extent to which it has thinned.



These micro-photographic reproductions show in a striking manner the difference between the average scalp and the scalp which has been drilled with Harlene. The photograph on the left is that of a hair root in a scalp which has been washed merely with toilet soaps or a cheap shampoo—note the accumulations of scurf which cannot be removed by these means. On the right is the hair root in a "Harlene Hair Drilled" Scalp—note the vigour and entire absence of scurf.

The thing seems to you incredible—a catastrophe! It must have happened in a moment; you cannot believe it has come about by any natural process, otherwise you would have noticed it before. You can recollect no harbingers of the trouble that might have warned you. It was only lately the irritation made itself evident; or, at any rate, at all intolerable. "What have I used likely to cause the mischief?" you ask yourself. You can call to mind nothing. Once more you examine your hair: this time with the hope that you have been deceived by your first inspection. But no! The fact is only too evident.

Though the head appears to be covered, you have but to move a strand aside here and there to see how great is the quantity you must have lost. Then a thought enters your head. Is your scalp being attacked by some disease which, operating with amazing rapidity, will in a few weeks leave you bereft of your hair. What kind of spectacle will you represent to your friends? The thought is insufferable. The relentless irritation of the scalp is persisting resolutely, but you feel that you dare not touch the place lest your weakened hair should be forced out more quickly. Now you are ready to do anything that will save your hair from further disaster. Certainly, something must be done. But can there be any hope once the hair begins to fall. Yes—if you will only take the natural, sensible way of hair culture.

"Harlene Hair Drill" is the method in tune with Nature—the method which is endorsed by science and fashion as actually growing fresh lustrous hair, where previously there was little or no growth.

"Harlene Hair Drill" as we have said affords complete scientific treatment for the hair. In the first place the action of "Harlene" applied to the weakened hair roots is stimulating, and its natural tonic action not only cleanses every little hair root of all the waste products that will choke the life from the hair shaft, but fertilizes the papilla from which the hair grows.

Secondly, by the gentle exercise known as "Hair Drill," "Harlene" is massaged into the hair cells, and a gentle stimulating effect is produced on the nerves and capillary vessels.

An Important Notice.

Naturally it will occur to every thoughtful reader of this Brochure, that the fullest effect of the "Harlene Hair Drill" method of growing hair can best be obtained when the hair and scalp have been cleansed from the dust and dirt that is inevitable in these days of crowded streets, over crowded offices, heavy traffic, etc.

There is no finer or more hygienic method for preparing the hair for "Harlene Hair Drill" than

Lift the hair gently with the fingers, as shown in the illustration.

the use of "Cremex" Shampoo Powders. "Cremex" Shampoo Powders are scientifically prepared to avoid the danger of the strong soaps and chemical preparations so often foolishly recommended for hair cleansing.

Unlike so many preparations for washing the hair "Cremex" causes no smarting or harsh sensation. neither does it scorch nor cause the hair to become dry or split. but. on the contrary, it allays irritation, bringing a delightful sense of ease and comfort to

the scalp, leaves the hair free from soil of every kind, and is exquisitely refreshing.

"Cremex" is delicately perfumed, and its refined fragrance adds considerably to the real enjoyment which its use always brings.

"Cremex" Powders are now extensively used by most hairdressers, and readers should insist that this preparation be used for their weekly

Having lifted the hair, just sprinkle "Harlene" on the hair and scalp as shown here.

shampoo. If your hairdresser does not use them, they can be obtained at the nearest chemist.

A shampoo with "Cremex" Powder is advised because its use will materially help "Harlene Hair Drill" in performing its beneficial duties, the properties of the one being intended to combine naturally with the other.

Having cleansed the scalp with "Cremex" Shampoo, we proceed to the actual "drilling" of the hair. The accompanying illustrations are self-

explanatory, and show the three different stages in "Hair Drill."

First. Run the fingers lightly through the hair and raise it up from the scalp as shown on page 11.

Second. Sprinkle the hair thus raised with "Harlene." Use a sufficient quantity to penetrate down to the roots, but it is not necessary to bathe the hair—just sprinkle "Harlene" lightly on. The

This picture shows how "Harlene Hair Drill" is performed.

illustration on opposite page shows the method of application.

Third. Now place both hands once more under the hair and press gently on the scalp. Commence in the front of the head, and with a gentle, creeping, kneading motion move the scalp about very lightly upon the cranium. Then repeat the process from the back, and finally from the sides of the head working always towards the crown. (Please note above illustration which shows the Hair Drill method.)

Do not press hard. This kneading motion must not be confused with vigorous rubbing. No violent pressure is either necessary or advisable. The best results are obtained by gentle and continued massage.

Do this for two minutes—only two—every morning, and within an incredibly short time you will be astounded at the wonderful improvement in your hair. Persevere in the treatment and your

"Harlene Hair Drill" only requires about two minutes' practice every day, but its results in banishing Baldness, preventing Greyness, removing Scurf and Scalp Irritation, and growing lustrous and luxurious Hair are permanent.

delight will grow simultaneously with the healthy gleaming tresses which "Harlene Hair Drill" only can produce. You will find all hair troubles disappear, and no matter how long you may have been worried about its appearance you will find your hair regaining a new life and beauty never before thought possible.

Persistency Essential.

Although it takes some little space to set forth the details for "drilling" the hair, the whole operation will occupy only a few minutes to perform.

Once the method is grasped it will come as natural to the individual as the ordinary practice of combing and brushing the hair, and the benefit will be felt after the very first trial; the advantages will be seen within a very short period. If the foregoing instructions are carefully followed, there can be no doubt about the result. The hair will grow strong and vigorous; it will bear that peculiar beauty which all healthy hair assumes; it will cause hair and scalp troubles to vanish, and with this doubtless some of the wrinkles on the brow will also disappear. In short, all the benefit to be derived from the possession of a substantial growth of hair over the entire scalp will be obtained by the regular practice of "Harlene Hair Drill."

"Harlene Hair Drill" should be as much a matter of the morning toilet as cleansing one's teeth, and not only should the grown-up members of the family adopt this method for the preservation and cultivation of hair beauty, but children should also be encouraged to perform this delightful toilet task.

In early life reasonable and careful attention to the hair under the "Harlene Hair Drill" method will not only keep it clean and healthy, but as the little ones grow older so they will be possessed of a wonderful dower of luxuriant hair, which will be the pride of their relations.

Children's Hair should never be washed with strong soaps or any preparation containing excess of alkali. "Cremex" Shampoo Powder is the ideal preparation to use, being antiparasitic and antiseptic. Thus many ailments which attack the hair are avoided. The result of persistent use of "Cremex" Shampoo Powders from Childhood will surely be appreciated at maturity.

"UZON" BRILLIANTINE.

THE hair shows a natural tendency to dryness in certain cases. Even when "Harlene Hair Drill" is regularly followed it does not always altogether eradicate this trouble. Why is this? Because in such cases the dryness is due to a lack of the hair's natural lubricant. Nature is not providing sufficient lubricant, and the hair therefore gets over-dry.

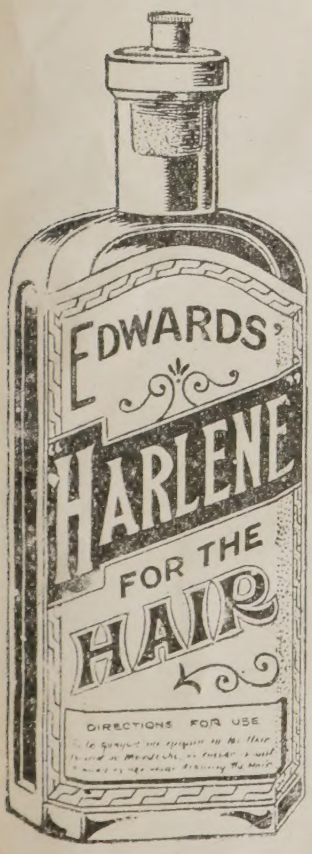
What we have to do in such a case is to assist nature a little. We must give to the hair a slight lubricant which will make up for the lack of natural oil. Therefore "UZON" BRILLIANTINE becomes a valuable auxiliary when used in conjunction with "HARLENE," and so, if your hair shows a general tendency to dryness, when next you practice your "Hair Drill," just add just a little "UZON" BRILLIANTINE. "UZON" BRILLIANTINE is the nearest approach that Toilet-Science can devise to the hair's natural oils. It is a perfect substitute, pleasant to use, and with a delicate perfume of its own, and in combination with "HARLENE" as above, "UZON" BRILLIANTINE imparts to your hair a natural lustre and brilliance, and renders it quite free from dryness.

"UZON" is sold by all Chemists in Stoppered Bottles at 1/- & 2/6.

"HARLENE."

AS pointed out previously in this booklet, it is only through perseverance and the day by day following out of the scientific method of "HARLENE HAIR DRILL" that the fullest benefits in the form of abundant luxuriant healthy hair can be secured.

You can prove to your own satisfaction that "HARLENE HAIR DRILL" is the best method of treatment. Accordingly under any consideration you will not be persuaded to try any other chemical stimulants or faddist methods, but rely steadfastly on the natural "HARLENE" method.



Supplies of "HARLENE" can always be obtained from any chemist the world over, in bottles at 1/-, 2/6 and 4/6, but should there be the least difficulty in securing your supplies, you are invited to write direct to EDWARDS' HARLENE CO. (Dept. B.), 20-26, Lamb's Conduit Street, W.C., when supplies will be sent to any address in the British Isles, post free on remittance.

Foreign and Colonial readers should remit by International Post Office Money Orders which should also include postage. Any overpayment will be refunded.

"CREMEX" Shampoo Powders.

THE increasingly popular Shampoo Powder known as "CREMEX" is unique among Shampoo specialities and is a beautiful cleanser in every respect. Unlike so many preparations for washing the hair, it causes no smarting or harsh sensation, neither does it scorch nor cause the hair to become dry or split, but, on the contrary, it allays irritation, bringing a delightful sense of ease and comfort to the scalp, leaves the hair free from soil of every kind, and is exquisitely refreshing. "CREMEX" is delicately perfumed, and its refined fragrance adds considerably to the real enjoyment which its use always brings.

Packed in elegant Boxes containing **Seven** Powders, price **1/-** per Box, or single Powders, **2d.**, obtainable at all Chemists and Stores.

"CREMEX" powders are now extensively used by most hairdressers, and readers should insist that this preparation be used for their weekly shampoo. If your hairdresser does not use them, they can be obtained at the nearest chemist.

A shampoo with "CREMEX" Powder is advised because its use will materially help the "HARLENE" in performing its beneficial duties, the properties of the one being intended to combine naturally with the other.

"ASTINE" VANISHING CREAM

"ASTINE" CREAM is a soft white snow-like substance which sinks into the skin, and after a momentary rubbing disappears. It heals up, as if by magic, all those little abrasions, pimples and tiny sores upon the skin surface, which are of trifling importance individually, but in the aggregate do so much to spoil the natural beauty of the complexion.

Exposure to sun, wind and air during the holiday months of the year often leaves the skin hard and brown and liable to crack, while in the winter the keen east wind brings with it roughness, redness, and chaps.

Reduced facsimile of Package.

A little "ASTINE" rubbed on the hands, arms, neck and cheeks works wonders. It gives back the **"baby-skin"** that every woman loves, white, soft and transparent.

There is nothing artificial about the resul thus obtained.

"ASTINE" makes the skin look pure, bright and young by making it perfectly healthy, that is all.

By improving the elasticity of the skin, "ASTINE" VANISHING CREAM helps to remove wrinkles.

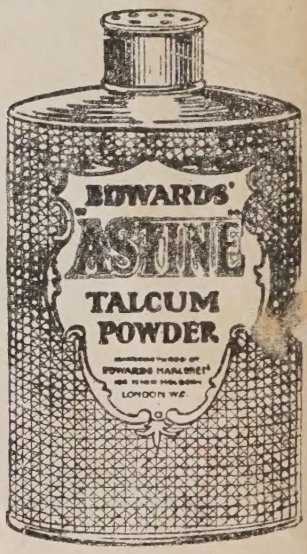
N.B.—Ladies need have no fear that "ASTINE" VANISHING CREAM will in any way encourage the growth of superfluous hair.

Sold in Jars by all Chemists, etc., at 1/- & 2/6.

"Astine" Talcum Powder

AFTER the bath use "ASTINE" TALCUM POWDER. Prevents chafing and cannot harm the most delicate skin. "ASTINE" TALCUM POWDER completes the luxury of the bath, and adds 50 per cent. to the comfort of the user. Ladies will find it an invaluable toilet adjunct, and gentlemen should always use "ASTINE" TALCUM POWDER after shaving. Baby's tender skin demands "ASTINE" TALCUM. Delightfully perfumed.

1/- per Tin.
With Patent Sprinkler Top.



"Astinol" Aromatic Fluid Extract (for the Bath).

ENJOY AN EXHILARATING PINE BATH IN YOUR OWN HOME.

"ASTINOL" is a wonderful new preparation for the Bath, which contains valuable extracts from piniferous trees. A scientific preparation, highly recommended by the medical profession for nervous troubles.

Sold in Bottles at 2/9
(containing sufficient for 12 Baths).

- PRICE LIST. -

Each of the following preparations is the product of careful Scientific experience. They contain no ingredients to cause the slightest injury to the hair, skin, or health; and if used with perseverance the desired effect is assured.

"HARLENE" for the Hair.—The great hair-grower, used daily in "Hair Drill" by over 5,000,000 people,

OWING to the exceptional increase in the cost of Raw Materials used in the manufacture, due to the War, the Proprietors are compelled to temporarily **advance the prices slightly** of some of their preparations.

THE CURRENT RETAIL PRICES ARE—

"HARLENE," 1/1½, 2/9, and 4/9.

"CREMEX" (Shampoo Powders), 1/1½ per Box (7 Powders).

"ASTOL" (Hair Colour Restorer), 3/- and 5/-

"ASTINOL" (Pine Baths at Home), 3/-

EDWARDS' "HARLENE," LIMITED,
20/26, LAMBS CONDUIT STREET, W.C. 1.

Sold by all Chemists, or direct, post free, postage extra. Cheques and Postal Orders should be crossed

EDWARDS' "HARLENE" CO., 20-26, Lamb's Conduit St., London, W.C.

"Astine" Toilet Soap

The perfection of refinement in Toilet Soaps is reached by the "ASTINE" TOILET SOAP.

Owing to the extreme purity of the ingredients used in the manufacture and the care taken to exclude the least excess of Alkali, **"ASTINE" TOILET SOAP** may be used for the most delicate skins.

It is delightfully soothing and refreshing and delicately perfumed.

Per Box (or 3 Tablets), 1/-

"Astine" Shaving Soap

Possesses the same valuable properties as **"ASTINE" TOILET SOAP,** but with the addition of special ingredients for producing a lasting lather which will not dry on the face.

"ASTINE" SHAVING SOAP makes shaving a luxury, and saves time by softening the hair and producing a rapid and abundant lather.

In Nickel Case, 1/- per Stick.

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